

**IN THE CLAIMS**

This is a complete and current listing of the claims, marked with status identifiers in parentheses. The following listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently Amended) Retaining component (1) for securing an item (2) from theft, ~~wherein~~ the retaining component (1) ~~comprises~~comprising: a first retaining area (3) especially for fastening the retaining component (1) to a fastening component (4); and at least one second retaining area (5) in particular for fastening the retaining component (1) to the item (2), ~~wherein~~ the second retaining area (5) ~~is being~~ designed such that it can be deformed to be more easily deformable than the first retaining area (3), and ~~wherein~~ the retaining component (1) ~~can be attached~~ is attachable to the item (2) using a double-sided adhesive strip and includes an elastically deformable material, characterized in that the double-sided adhesive tape ~~is being~~ ductile and that the retaining component (1) ~~consists of an elastically~~ ~~deformable material~~.

2. (Currently Amended) Retaining component (1) ~~pursuant to as~~ claimed in claim 1, ~~characterized in that~~wherein an expansion of the double-sided adhesive tape leads to a roughly simultaneously occurring detachment of the same from the retaining component (1) and the item (2).

3. (Currently Amended) Retaining component (1) ~~pursuant to as~~ claimed in claim 2, ~~characterized in that~~wherein at least one of -the expansion and/or the detachment of the double-sided adhesive tape triggers an alarm.

4. (Currently Amended) Retaining component ~~(1) pursuant to one of the above claims, characterized in that as claimed in claim 1, wherein the double-sided adhesive tape is equipped with a non-adhesive handling area.~~

5. (Currently Amended) Retaining component ~~(1) pursuant to one of the above claims, characterized in that as claimed in claim 1, wherein the double-sided adhesive tape can be pulled off laterally, especially using a force that is applied on the adhesive tape and that acts upon it roughly in the plane of the adhesive tape.~~

6. (Currently Amended) Retaining component as claimed in claim 1, wherein (1) pursuant to one of the above claims, characterized in that the double-sided adhesive tape involves a product from Tesa company, which is distributed under the term Power Strip.

7. (Currently Amended) Retaining component as claimed in claim 1, wherein (1) pursuant to one of the above claims, characterized in that the first retaining area (3) and the second retaining area (5) consist of ~~or~~ include the same material, preferably an elastically deformable material.

8. (Currently Amended) Retaining component as claimed in claim 1, wherein (1) pursuant to one of the above claims, characterized in that the first retaining area (3) and the second retaining area (5) are an integral part of the retaining component (1).

9. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) pursuant to one of the above claims, characterized in that the material thickness of the second retaining area (5) is less than the material thickness of the first retaining area (3).

10. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) pursuant to one of the above claims, characterized in that in the second retaining area (5) an adhesive layer is provided for attaching the retaining component (1) to the item (2).

11. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) pursuant to one of the above claims, characterized in that the attachment of the retaining component (1) to the fastening component (4) is detachable, wherein the retaining component (1) can be in particular snapped and/or clamped and/or hung into the fastening component (4).

12. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) pursuant to one of the above claims, characterized in that the retaining component (1) comprises sensor elementsmeans for monitoring proper fastening of the retaining component (1) to the item (2).

13. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) pursuant to claim 12, characterized in that the sensor elementsmeans are designed as electric sensor elementsmeans, especially as capacitive switches, and/or as optical sensor elements.

14. (Currently Amended) Retaining component as claimed in (1)  
~~pursuant to claim 12 or 13, characterized in that wherein~~ electric connecting devices  
(6) are provided for electrically connecting the sensor elements to an  
evaluation circuit (7).

15. (Currently Amended) Retaining component as claimed in (1)  
~~pursuant to claim 12 or 13, characterized in that wherein~~ an evaluation circuit (7) is  
provided in the retaining component (1).

16. (Currently Amended) Retaining component as claimed in claim 1,  
wherein(1) ~~pursuant to one of the above claims, characterized in that~~ mechanical  
connecting devices are provided for connecting the retaining component (1) to the  
fastening component (4).

17. (Currently Amended) Retaining component (1) ~~pursuant to as~~  
claimed in claim 16, wherein characterized in that the connecting devices are  
designed as wires or cables.

18. (Currently Amended) Retaining component (1) ~~pursuant to one of~~  
~~the~~as claimed in claim claims 14, 16 or 17, ~~characterized in that~~wherein the  
connecting devices, ~~which can preferably be rolled up, can be integrated~~ are  
integratable in the fastening component (4).

19. (Currently Amended) Fastening component (4) for a retaining component (1) ~~pursuant to~~ ~~of~~ claim 18, ~~characterized in that~~ ~~wherein~~ the fastening component (4) ~~comprises~~ ~~includes~~ a winding device for the connecting devices.

20. (Currently Amended) Fastening component (4) for a retaining component (1) ~~pursuant to one of the~~ ~~of~~ ~~claim~~ claims 14 or 16 through 18, ~~wherein~~ characterized in that the evaluation circuit (7) is arranged in the fastening component (4).

21. (Currently Amended) Fastening component (4) ~~pursuant to one of the~~ ~~as claimed in claim~~ claims 19 or 20, ~~wherein~~ characterized in that the electric connecting devices (6) ~~can be contacted~~ ~~are contactable~~ via ball contacts in the winding device.

22. (Currently Amended) Alarm system comprising a retaining component (1) ~~pursuant to one of the~~ ~~as claimed in claim~~ claims 1 through 18 and a fastening component (4) for fastening the retaining component (1).

23. (New) Retaining component as claimed in claim 1, wherein the double-sided adhesive tape can be pulled off laterally using a force that is applied on the adhesive tape and that acts upon it roughly in the plane of the adhesive tape.

24. (New) Retaining component as claimed in claim 1, wherein the sensor elements are designed as at least one of capacitive switches, and as optical sensor elements.

25. (New) Retaining component as claimed in claim 13, wherein electric connecting devices are provided for electrically connecting the sensor elements to an evaluation circuit.

26. (New) Retaining component as claimed in claim 13, wherein an evaluation circuit is provided in the retaining component.

27. (New) Retaining component as claimed in claim 24, wherein electric connecting devices are provided for electrically connecting the sensor elements to an evaluation circuit.

28. (New) Retaining component as claimed in claim 24, wherein an evaluation circuit is provided in the retaining component.